

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An improved method for an e-commerce retailer to display and sell items of a third party comprising:

identifying each item of a third party supplier with a unique identifier, wherein a particular third party supplier provides photo-finishing services;

associating the unique identifier of the item with an image for the item, said

image residing on a computer maintained by the third party supplier,

wherein the unique identifier is further associated with a user, at least one of the images corresponding to user photographic images;

in response to a product request from the user to the e-commerce retailer, the e-commerce retailer presenting at least some of the images of third party supplier items to the user for on-line commerce, said images being retrieved from said computer maintained by the third party supplier in response to the product request, the product request being a user-initiated request for at least one specific item of the third party; and

in response to an order request from the user to the e-commerce retailer, for one or more items,

identifying, based at least in part on said unique identifier, each item requested, the user, and an appropriate third party supplier for each requested item,

automatically generating an order for each requested item to be

transparently sent to the third party supplier, and

when the order includes items from the e-commerce retailer and user photographic images, splitting amongst the retailer and appropriate third party suppliers.

2. (Original) The method of claim 1, wherein the items include products.
3. (Original) The method of claim 1, wherein the items include services.
4. (Original) The method of claim 1, wherein the images of items include graphic images.
5. (Original) The method of claim 1, wherein the images of items include descriptive text.
6. (Currently Amended) The method of claim 1, wherein a given ~~second~~ unique identifier references a corresponding product Stock Keeping Unit (SKU) numbers.
7. (Currently Amended) The method of claim 1, wherein a given ~~second~~ unique identifier references pricing information from a third party.
8. (Currently Amended) The method of claim 1, wherein a given ~~second~~ unique identifier references order fulfillment information.
9. (Previously Presented) The method of claim 1, wherein said step of presenting includes:
 - requesting images from a third party supplier;
 - receiving a list of Uniform Resource Locators (URLs) for said requested images;
 - and
 - displaying an on-line page that displays images retrieved from said URLs.
10. (Previously Presented) The method of claim 9, wherein the request for images includes background and formatting information of a particular third party supplier.
11. (Cancelled)

12. (Previously Presented) The method of claim 1, wherein a given third party supplier provides Uniform Resource Locators (URLs) for images in various sizes and formats, thereby enabling retrieval and display of images to the user in various sizes and formats.

13. (Previously Presented) The method of claim 1, wherein a given third party supplier initially provides smaller thumbnail images of the items and provides larger images in response to user requests.

14. (Previously Presented) The method of claim 1, wherein a given third party supplier evaluates the request for images or descriptions and automatically indicates whether corresponding items are available.

15. (Original) The method of claim 1, wherein the unique identifier associated with a given item is stored in a user's shopping cart when the user selects the item.

16. (Original) The method of claim 1, wherein the images are rendered on a Web page for display to the user.

17. (Previously Presented) The method of claim 1, wherein the unique identifier of an item requested by the user is employed for placing a fulfillment request with a corresponding third party supplier.

18. (Previously Presented) The method of claim 1, further comprising:
 automatically splitting an order including individual order items from more
 than one third party suppliers; and
 assigning fulfillment of individual order items to the appropriate third party
 suppliers.

19. (Cancelled)

20. – 57. (Cancelled)

58. (Currently Amended) A system providing an improved method for an e-commerce retailer to display and sell items of a third party, said system comprising:

an e-commerce retailer to identify each item of a third party supplier with a unique identifier, wherein an item of a third party supplier includes at least one graphic image and corresponds to a photo finishing service offered to a user, the unique identifier associated, at least in part, with [[a]] the user;
an image server module for receiving user information requests from the e-commerce retailer regarding certain third party supplier items including a user-initiated information request from the user for at least one specific item of the third party, and transparently providing images and descriptions of said items retrieved from a computer maintained by the third party supplier in response to user information requests at least some graphic images being based on photographs previously taken by the user;
and
an order engine module, in communication with said image server module, for processing orders for third party supplier items, the order engine module further for splitting orders that include items from the e-commerce retailer and items corresponding to user photographs from one or more third party suppliers amongst the e-commerce retailer and appropriate third party suppliers.

59. (Previously Presented) The system of claim 58, wherein the items include products.

60. (Previously Presented) The system of claim 58, wherein the items include services.

61.-63. (Cancelled)

64. (Previously Presented) The system of claim 58, wherein the order engine module automatically determines an appropriate third party fulfiller for each item.

65. (Previously Presented) The system of claim 58, wherein the order engine module:
automatically splits an order among more than one third party suppliers; and
automatically assigns fulfillment of individual order items to one or more
appropriate third party suppliers.

66. (Cancelled)

67. (Currently Amended) A computer readable medium that provides instructions, which when executed on a processing system, cause said processing system to perform a method comprising:

identifying each item of a third party supplier with a unique identifier;
associating the unique identifier of the item with an image for the item, said image residing on a computer maintained by the third party supplier,
wherein the unique identifier is further associated with a user;
transparently presenting, by an e-commerce system, third party supplier items to a user for on-line commerce;
receiving user information requests at the e-commerce system regarding certain graphic images from an item presentation program logic, and
providing digital images for display wherein said digital images are retrieved from a computer system maintained by the third party supplier in response to the product request, the product request being a user-initiated request for at least one specific item of the third party;
splitting orders that include items from the e-commerce system and items from one or more third parties suppliers amongst the e-commerce system and the appropriate third party suppliers, wherein a particular third party supplier provides photo-finishing services for the graphic images and at least some the items include user photographic images; and

processing orders for graphic images to be transparently sent to the appropriate third party supplier.

68. – 72. (Cancelled)

73. (Previously Presented) The computer readable medium of claim 67, wherein the processing orders further comprises:

automatically splitting an order including individual graphic images from more than one third party fulfiller, and assigning fulfillment of individual order items to one or more appropriate third party fulfillers.

74. (Cancelled)

75. (Previously Presented) The computer readable medium of claim 67, wherein the processing orders further comprises:

automatically determining a source of fulfillment of each graphic image.

76. (Currently Amended) A computer readable medium that provides instructions, which when executed on a processing system, cause said processing system to perform a method comprising:

identifying, with a tagging logic, each item of a third party supplier with a unique identifier, each unique identifier associated with data about that item and a user wherein a particular third party supplier provides photo-finishing services;

transparently presenting, with an e-commerce logic, at least some of the items to the user for on-line commerce in response to a user-initiated information request for a third party supplier item;

retrieving the data, with an XML request logic, about the one or more items from a third party supplier website, and enabling the e-commerce logic to present the data to the user for the on-line commerce; and

splitting an order amongst the e-commerce retailer and appropriate third party
suppliers when the order includes items from a retailer and user
photographic images;
processing orders for items with an order engine.

77. (Previously Presented) The computer readable medium of claim 76, wherein the data is image data.

78. (Previously Presented) The computer readable medium of claim 76, wherein the items include products.

79. (Previously Presented) The computer readable medium of claim 76, wherein the items include services.